

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Summer Examination-2018

**Subject Name : Strategic Management**

**Subject Code : 5MS03SMT1**

**Branch: MBA**

**Semester : 3**

**Date : 20/03/2018**

**Time : 02:30 To 05:30**

**Marks : 70**

**Instructions:**

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
  - (2) Instructions written on main answer book are strictly to be obeyed.
  - (3) Draw neat diagrams and figures (if necessary) at right places.
  - (4) Assume suitable data if needed.
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### SECTION – I

- |            |                                                                                              |             |
|------------|----------------------------------------------------------------------------------------------|-------------|
| <b>Q-1</b> | <b>Attempt the Following questions</b>                                                       | <b>(07)</b> |
|            | a. Define strategic group.                                                                   | 2           |
|            | b. Define Business level Strategy                                                            | 2           |
|            | c. Define Capabilities                                                                       | 1           |
| <b>Q-2</b> | <b>Attempt all questions</b>                                                                 | <b>(14)</b> |
|            | 1 Explain Strategic Management Process                                                       | 7           |
|            | 2 Write a note on Value chain analysis used to identify & evaluate resources & capabilities. | 7           |
| <b>OR</b>  |                                                                                              |             |
| <b>Q-2</b> | <b>Attempt all questions</b>                                                                 | <b>(14)</b> |
|            | 1 Explain importance of firm's external environment.                                         | 7           |
|            | 2 Explain in detail Strategic Groups and also explain their influence on firm.               | 7           |
| <b>Q-3</b> | <b>Attempt all questions</b>                                                                 | <b>(14)</b> |
|            | 1 Explain the difference between tangible and intangible resources.                          | 7           |
|            | 2 Describe vision & mission & discuss its value.                                             | 7           |
| <b>OR</b>  |                                                                                              |             |
| <b>Q-3</b> | <b>Attempt all questions</b>                                                                 | <b>(14)</b> |
|            | 1 Explain competitors, competitive rivalry, competitive behavior & dynamics.                 | 7           |
|            | 2 Describe different levels of diversification with different corporate level strategies.    | 7           |



## SECTION – II

<b>Q-4</b>	<b>Attempt the Following questions</b>	<b>(07)</b>
	a. Define strategic entrepreneurship	2
	b. Define Organisational structure.	2
	c. Define corporate governance.	1

<b>Q-5</b>	<b>Attempt all questions</b>	<b>(14)</b>
1	Define and discuss three types of strategic alliance.	7
2	Define Acquisition. Describe attributes of effective acquisitions.	7

**OR**

<b>Q-5</b>	<b>Attempt all questions</b>	
1	Define Corporate Governance and specify International Corporate Governance.	7
2	Describe relationship between strategy and structure.	7
<b>Q-6</b>	<b>Attempt all questions</b>	<b>(14)</b>
1	Define Innovation, imitation & relationship among them.	7
2	Describe importance of strategic leaders in managing firm's resources.	7

**OR**

<b>Q-6</b>	<b>Attempt all Questions</b>	
1	Define Organisational Culture. Explain, what must be done to sustain an effective culture.?	7
2	Define strategic leadership and describe top level manager's importance.	7

